CLAIMS

I claim:

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- 1. An online postcard order and creation system, comprising:
 - (a) an online site server;
- (b) a user login subsystem by which a novice customer creates an account and logs into the online site server;
- (c) a novice order creation subsystem accessible and employed by a logged-in novice customer who chooses to place an order and create a postcard online by selecting an image from a database in the online site server having a library of offered images; and
- (d) an order tracking subsystem which is accessible by a novice customer to view the status of a submitted order.
- 2. The system of claim 1 wherein the novice customer further chooses to place the order and create the postcard online by selecting and previewing a layout of the postcard front and back.
- 3. The system of claim 2 wherein the novice customer still further chooses to place the order and create the postcard online by entering the customer order and billing details for the created postcard into the online site server.
- 4. The system of claim 1 wherein the novice customer still further chooses to place the order and create the postcard online by entering the customer order and billing details for the created postcard into the online site server.
 - 5. The system of claim 4 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit novice customer orders and account data stored in the online site server and employed in

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- 5 the operation of the novice order creation subsystem.
 - 6. The system of claim 1 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit novice customer orders and account data stored in the online site server and employed in the operation of the novice order creation subsystem.

- 7. An online postcard order and creation system, comprising:
 - (a) an online site server;
- (b) a user login subsystem by which a professional customer creates an account and logs into the online site server;
 - (c) a professional order creation subsystem accessible and employed by a logged-in customer who chooses to place an order and create the postcard by submitting press-ready artwork of the postcard; and
 - (d) an order tracking subsystem which can be accessed by a professional customer to view the status of a submitted order.
 - 8. The system of claim 7 wherein the press-ready artwork is submitted by the professional customer via File Transfer Protocol.
 - 9. The system of claim 8 wherein the professional customer chooses to place an order and create the postcard by entering customer order and billing details for the created postcard into the online site server.
 - 10. The system of claim 7 wherein the professional customer chooses to place an order and create the postcard by entering customer order and billing details for the created postcard into the online site server.

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11. The system of claim 10 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem.

12. The system of claim 7 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem.

- 13. An online postcard order and creation system, comprising:
 - (a) an online site server;
- (b) a user login subsystem by which customers create their accounts and logs into the online site server;
- (c) a novice order creation subsystem accessible and employed by a logged-in novice customer who chooses to place an order and create a postcard online by selecting an image from a database in the online site server having a library of offered images;
- (d) a professional order creation subsystem accessible and employed by a logged-in customer who chooses to place an order and create the postcard by submitting press-ready artwork of the postcard; and
- (e) an order tracking subsystem which can be accessed by a customer to view the status of a submitted order.
- 14. The system of claim 13 wherein the novice customer further chooses to place the order and create the postcard online by selecting and previewing a layout of the postcard front and back.
 - 15. The system of claim 14 wherein the novice customer

still further chooses to place the order and create the postcard online by entering the customer order and billing details for the created postcard into the online site server.

16. The system of claim 15 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem.

- 17. The system of claim 13 wherein the press-ready artwork is submitted by the professional customer via File Transfer Protocol format.
- 18. The system of claim 17 wherein the professional customer chooses to place an order and create the postcard by entering customer order and billing details for the created postcard into the online site server.
 - 19. The system of claim 18 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystems.

20. The system of claim 13 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystems.